

**Uninsured**  
Quit Line Data Summary  
April 1 - June 30, 2004

	<b>Uninsured</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 567</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	30.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	NA	100.0%

  

	<b>Uninsured %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 564</b>	<b>N = 2,604</b>
Female	52.8%	62.4%
Male	47.2%	37.6%
<b>Race/Ethnicity</b>	<b>N = 520</b>	<b>N = 2,203</b>
People of Color	11.3%	12.2%
White	88.7%	87.8%
<b>Age</b>	<b>N = 565</b>	<b>N = 2,425</b>
Less than 18 years old	0.0%	1.8%
18 - 24 years old	18.9%	14.6%
25 - 34 years old	24.6%	22.7%
35 - 44 years old	29.9%	27.4%
45 years and older	26.5%	33.5%
<b>Education</b>	<b>N = 556</b>	<b>N = 2,312</b>
Did not graduate high school	18.0%	20.6%
High school graduate	40.8%	35.9%
Some college/vocational school	33.8%	33.6%
College graduate	7.4%	9.9%
<b>Caller Type</b>	<b>N = 566</b>	<b>N = 2,700</b>
General Information	0.4%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	99.6%	85.6%
<b>Payer Type</b>	<b>N = 567</b>	<b>N = 1,873</b>
Uninsured	100.0%	30.3%
<b>Heard About</b>	<b>N = 494</b>	<b>N = 2,176</b>
Past caller	13.6%	15.2%
Employer/worksites	0.2%	0.9%
Health care provider	20.6%	31.3%
Television	10.9%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.4%	1.8%
Targeted mailing	0.6%	0.3%
Great Start	0.0%	0.1%
Radio	1.6%	1.5%
Newspaper/Magazine	0.4%	0.4%
Brochure/Newsletter	6.7%	6.1%
Family or friend	36.2%	23.9%
Health Department	7.3%	6.3%
School	0.4%	1.3%